



ACHIEVING NEW ARCHITECTURAL

Beauty

THROUGH
THE WARM
FRIENDLINESS
OF WOOD



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From the collection of:

Mike Jackson, FAIA

KOLORITE

STAINED RED CEDAR SHINGLES Truly Reflect and Accentuate

The Warm Friendliness of Wood

and insure—for future generations—values in terms of lasting satisfaction; values that reflect the warmth of distinctive charm, the dignified beauty of traditional architectural authenticity, plus a proven durability which justifies economy of initial cost with low up-keep over a long period of time.

Kolorite offers the finest time-proven product for roof and sidewall covering:

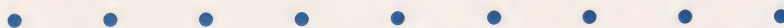
WESTERN RED CEDAR

The Wood that Insulates

Enhanced by the Blending Charm or Contrasting Beauty of Dependable Color.

KOLORITE STAINED RED CEDAR SHINGLES

A W E Y E R H A E U S E R F O R E S T P R O D U C T



WEYERHAEUSER SALES COMPANY

SAINT PAUL

MINNESOTA

OLD HOMES

like old friends—are a source of great comfort. Yet there is the constant urge for the new—modern—up-to-date.



Old Homes

can be beautified and restored for new generations.



Photographs courtesy of Better Homes and Gardens.

You can restore your old home to true period correctness by inexpensive modernizing with Kolorite Red Cedar Shingles. Careful planning will recapture all of its old charm . . . with an expression of good taste that cannot be imitated.

5 BUILDING VALUES FOR A SINGLE COST

RICH BEAUTY IN COLOR

Blending rich warm tones, or effecting pleasing color contrasts, KOLORITE RED CEDAR SHINGLES provide a beautiful exterior with distinctive freshness that will last. An expression of good taste in beauty that cannot be imitated.

TRUE ECONOMY

Inch for inch . . . dollar for dollar, the most economical roof and sidewall covering on the market. LOW INITIAL COST: They cost no more than inferior imitations. LOW UP-KEEP COST: Color beauty that can be renewed or varied over a period of years at less cost than the annual savings in fuel bills.

EFFICIENT INSULATION

KOLORITE RED CEDAR SHINGLES, properly laid, provide a triple layer of efficient NATURAL insulation. Red Cedar, due to its extreme lightness and cellular structure, possesses high insulation qualities. Triple coverage with this natural blanket of insulation tends to make your house cool in summer and warm in winter and greatly increases efficiency in modern air conditioning units. Average fuel savings of 10% to 15% yearly, plus greater all-year-round comfort.

DURABILITY • PROTECTION

Made from Western Red Cedar, Nature's unrivalled roof and sidewall covering, KOLORITE RED CEDAR SHINGLES will not warp, rot, curl, or rattle. Due to a low coefficient of expansion, red cedar will not split under extreme temperature variations. They are also provided by nature with an extractive that renders them practically immune to decay. Further protection is added by the KOLORITE exclusive processing that covers and shields the color pigment by a tough film of oxidized linseed oil. KOLORITE RED CEDAR SHINGLES provide years of dependable protection against all the elements in any climate.

TRADITIONAL ARCHITECTURAL CORRECTNESS

Red Cedar Shingles have figured prominently in the development of American Architecture since pioneer days. Today, they are recognized as one of the most individual and adaptable exterior house coverings. The pronounced trend toward simplicity in residential design calls for a QUALITY in DETAIL. KOLORITE RED CEDAR SHINGLES offer unlimited possibilities in detail treatment, both for New Homes and for Restyling Old Homes.



TWO THICKNESSES

A time-proven method of applying two thicknesses of Certified Red Cedar Shingles for new homes of distinctive character or for modernizing old homes.

RED CEDAR SHINGLES

Combine *beauty, style and real insulation* in one economical operation. *Architecturally Correct*—Kolorite Red Cedar Shingles add value to your home far in excess of modernizing costs. Time proven, they assure generations of style and all-time economy of upkeep.

KOLORITE
PROCESSED RED CEDAR SHINGLES

DOUBLE COURSING *with* KOLORITE

MEANS—A double layer of Red Cedar
—The wood with the high insulation value.

PROVIDES—Modern Beauty at wide exposure, with heavy distinctive shadow line.

ADDS—Color, charm and architectural correctness through use of Kolorites
—The Colored Shingle backed by Weyerhaeuser. Longer color life—low upkeep cost.

NEW BEAUTY in rich, strong colors otherwise obtained only by use of Thick-Butted Shingles.

LOW INITIAL COST—Low upkeep cost.

DOUBLE INSULATION—Two layers of Nature's Most Efficient Insulation—Western Red Cedar.

NEW COMFORT—With fuel saving that goes far toward paying for your new exterior.

ADDED VALUE for your property—without danger of style depreciation.

SOUND CONSTRUCTION—Not a current fad, but time proven—Backed by Weyerhaeuser.

YOU CAN APPLY KOLORITE

Easily and Economically

OVER ANY TYPE OF EXISTING SIDEWALL CONSTRUCTION



OVER OLD SIDING

Eliminate unsightly problems of peeling and blistered paint. Cover the warped and broken clapboards at less cost than it would take to replace and repaint them. (see illustration above).



OVER ROOFING

Apply Kolorite Red Cedar Shingles right over your old roof. Save on labor and eliminate all muss and bother. Adds insulation, too, where heat loss is the greatest.



OVER
STUCCO

Save the cost of the entire job by increased insulation. If the stucco is badly cracked or broken, it may be wise to remove it and apply shingles directly to the sheathing. As an alternative, the illustration at the right shows how shingles may be applied to furring strips (1"x3") which have been nailed thru the stucco to the sheathing. Use 9d nails to apply strips. Use shingle moulding around doors and windows.

OVER
BRICK

Furring strips (1"x3") may be fastened to the window frames or walls by use of anchors (see illustration) or special nails made for this purpose may be driven between the bricks. This framework provides a secure nailing for Kolorite Red Cedar Shingles. Old brick dwellings are made new by this simple "over-coating."



CORNER TREATMENT

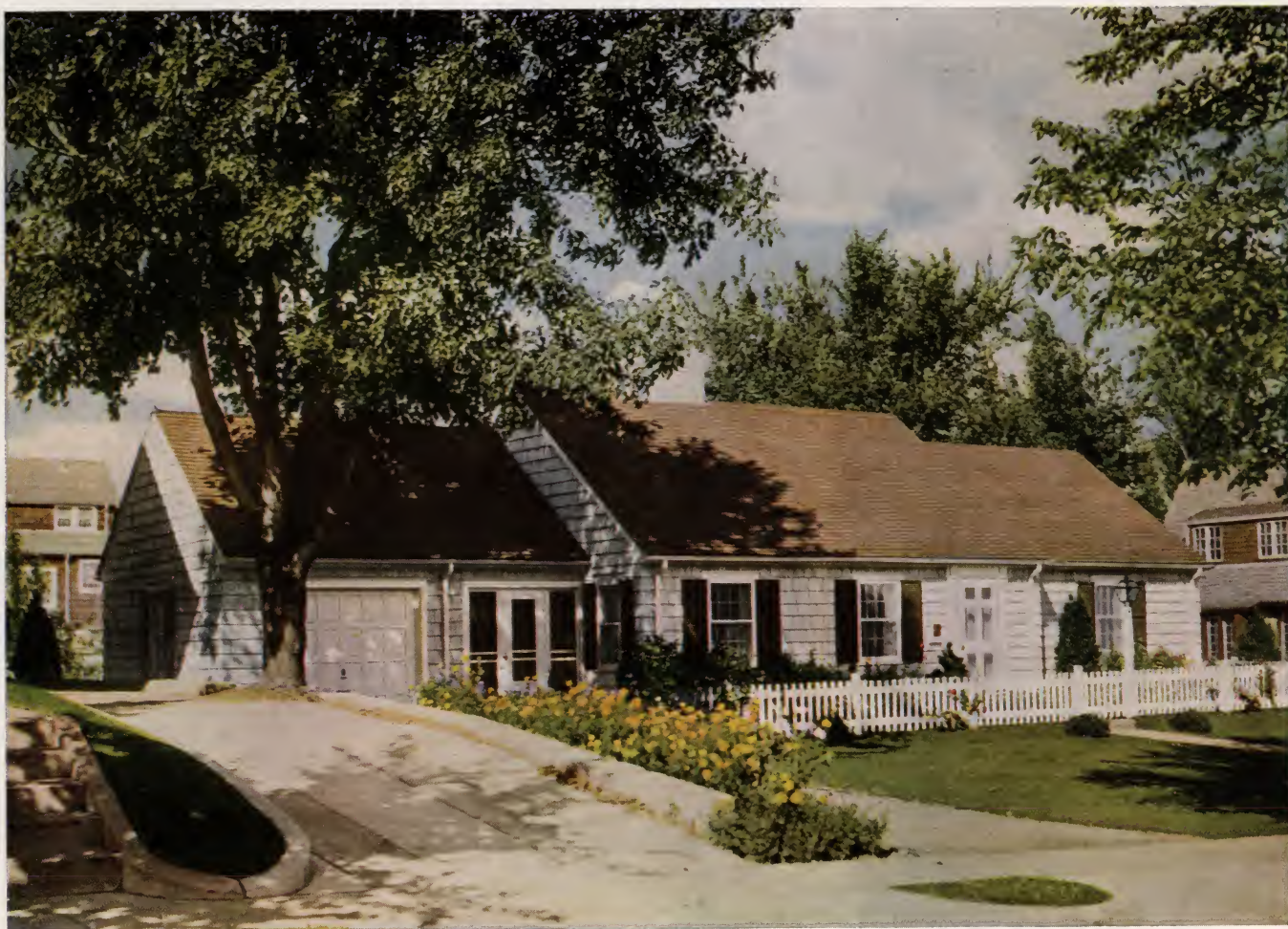
Corners may be finished right over old corner boards by alternating or "lacing" butt overlaps as shown in illustration. Corner shingles can also be mitred. Corner boards provide interesting detail and may be overlapped or mitred, or can be specially moulded for the unusual.

FULL DETAILS OF ALL APPLICATION FEATURES UPON REQUEST

CONSULT YOUR LOCAL LUMBER DEALER OR ARCHITECT

FOR YOUR NEW HOME

Kolorites provide distinctive exterior beauty and truly accentuate the warm friendliness of wood.



Pleasing color combinations and contrasts may be easily achieved . . . giving rich tone blends to accentuate the appeal of correct design. The result is an attractive exterior that emphasizes harmony in color balance. An expression of true beauty that cannot be imitated.

KOLORITE SHINGLES

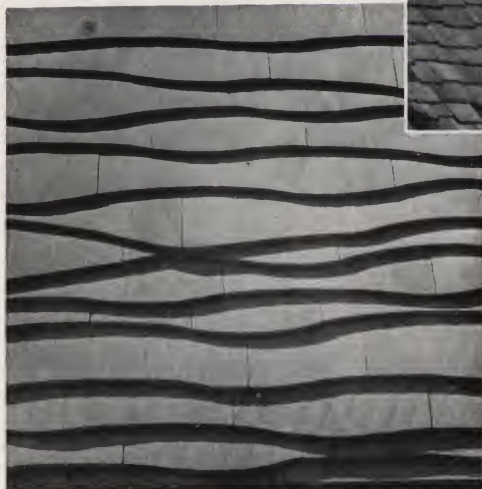
A modern contribution to traditional American Architecture for a simple, dignified and gracious exterior detail.



Good taste is expressed in the quiet dignified treatment of this Colonial Cottage . . . Small homes can be distinctive homes through the proper use of color and detail . . . Correctness in architectural detail, plus the selection of proven exterior materials which will endure for generations.

A VARIETY OF EFFECTS TH OBTAINED BY

STAGGERED BUTTS
(Roof)



THATCHED BUTTS
(Roof)

RIBBON COURSES
(Roof)



IRREGULAR BUTTS
(Roof)

KOLORITE
PROCESSED RED CEDAR SHINGLES

Whether you plan to build a new home or remodel an old one, KOLORITE RED CEDAR SHINGLES give you the expression of distinctive ideas. So more expensive residences can be built with a selection of characteristic details. Well-chosen contrasts can be achieved. Shown on these pages are the results of applying KOLORITE RED CEDAR SHINGLES when used properly, focuses the eye and enhances the charm of the home.

STAGGERED BUTTS . . . Additional character in roof lines obtained by varying the exposure at random. Accentuates the shadow detail, and provides a roof of unusual distinction. No extra cost.

THATCHED BUTTS . . . An unusual roof treatment particularly adaptable for the English type home. Obtained by laying KOLORITE "thatched butts" at varying exposures, averaging three inches. Effective in weathered brown, or special straw variegated combinations.

RIBBON COURSES . . . A roof of unusual character. Bold, heavy shadow details obtained by doubling every fourth course of shingles. Easily applied at practically no extra cost.

IRREGULAR BUTTS . . . An irregular semi-thatched roof effect at low cost. A pleasing departure from the conventional straight line application. Shingles are sawn at proper angle at our plant, and mixed at random in cartons. No extra labor required in laying.

Actual samples of KOLORITE RED CEDAR SHINGLES available in all colors and sizes. We will give you ideas and suggestions to enable you to visualize the results.

Before Building
CONSULT YOUR LOCAL LUMBERMAN

STAINED SHINGLE DEPARTMENT
ST. PAUL

HAT ACCENT AND ENHANCE THE USE OF

KOLORITE RED CEDAR SHINGLES

new home or re-style the old, KOLORITE RED CEDAR SHINGLES afford the unlimited expression. Small homes as well as larger, can be individualized by the proper application. Harmonious color blends, or textures, can be adapted to all types of architecture. There are eight distinctive methods of application. KOLORITE RED CEDAR SHINGLES. Any one of them, can draw the attention on DETAIL and enhance the home.

ADAPTABILITY WITH COMPLEMENTARY MATERIALS . . . Unlimited combinations of texture and detail are possible by using KOLORITE RED CEDAR SHINGLES with other building materials. Shown here, hand splits blend harmoniously with a rugged stone and timber detail. Used with stone, brick or other materials they provide a pleasing relief from possible monotony.

ANGLE BUTTS . . . An unusual, irregular effect, particularly adaptable for use with rough stone or brick resulting in varying shadow lines. No extra labor required in laying.

ROUGH HEWN SHAKES . . . Shakes provide distinction and character that cannot be imitated. Hand split, unevenly thick, they cast heavy, irregular shadow lines which lend detailed charm and beauty. Shown here is an interesting corner treatment. For further details—send for our brochure, "Hand Splits."

CONVENTIONAL SIDEWALL APPLICATION . . . Accepted for generations as the most economical and efficient sidewall covering. Uniform horizontal shadows relieved by the slight vertical accent of the random widths. Laid at proper sidewall exposure KOLORITE RED CEDAR SHINGLES give 40% more coverage.

KOLORITE RED CEDAR SHINGLES and Hand Splits are available. We will be glad to submit color combinations and application details to realize the real beauty of the product.

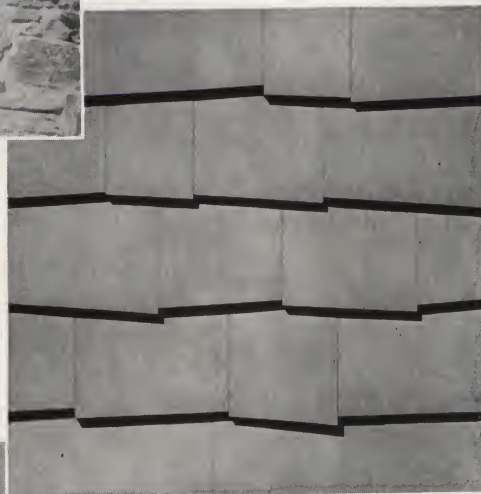
Remodeling
TIMBER DEALER OR ARCHITECT

W. E. WEYERHAEUSER SALES CO.
MINNESOTA



ADAPTABILITY WITH
COMPLEMENTARY MATERIALS

ANGLE BUTTS
(Sidewall)



ROUGH HEWN
SHAKES (Sidewall)

CONVENTIONAL SIDE-
WALL APPLICATION



ROUGH HEWN SHAKES

Adopted by pioneer home builders through necessity . . . recognized today as a distinct contribution to modern American architecture.



A 16 page brochure "Hand Splits" with details and specifications available upon request.

Kolorite Hand Splits are actually hewn by hand from Western Red Cedar Blocks. Their rough textured surfaces and natural irregularities make them particularly adaptable for weathered effects or subtle blending of soft colors to produce charming and original results.

NEW CHARACTER DETAIL

Rugged hand-split surfaces present an individual character for roofs and sidewall treatment. Broken, irregular shadow lines add distinctiveness to simple detail.



The charm of simple Colonial architecture is accentuated by the use of Kolorite Hand Splits for roofs and sidewalls. Truly authentic . . . no two shingles are exactly alike . . . and the resulting broken shadow line changes with every angle of the sun. Simple individuality which cannot be duplicated.



FROM THE LAND OF THE TOTEM

COMES ENDURING
RED CEDAR

A Natural Covering
FOR ROOFS AND SIDEWALLS

• • •

AGES AGO—when the Chinook Indian Tribes of the great Northwest sought to perpetuate important legends and beliefs—and hand down to posterity a record of tribal history—they created the Totem Pole.

With keen native wisdom, they chose durable **WESTERN RED CEDAR** as the material on which to execute their fantastic carvings, knowing from experience that this wood, above all others, would withstand the attacks of the elements and the deteriorating ravages of time.

The Indians further demonstrated their faith in this enduring wood, renowned for its exceptional qualities and inherent durability—for from it they shaped their huge dugout war canoes and fashioned their winter lodges with hand hewn slabs.

Scientists of the University of British Columbia have a record of a Red Cedar Log that is over 4,416 years old and still in good condition. This log was a tree—**TEN AND ONE-HALF CENTURIES OLD**—when King Solomon was hewing the Cedars of Lebanon for his Temple.

TODAY many substitutes and imitations are offered to Home Owners. Many attempts are made to imitate the natural beauty and texture of Western Red Cedar.

PROVEN PERFORMANCE attests the unequalled permanency of Western Red Cedar—enhanced by modern scientific color treatment with the Kolorite Staining Process. Unrivalled for Beauty—Durability—Economy and **EFFICIENT** Insulation.

**FOR LASTING SATISFACTION—INSIST ON KOLORITE STAINED SHINGLES
A WEYERHAEUSER FOREST PRODUCT**

THE SIMPLE BEAUTY AND CHARM OF

DIGNIFIED SIMPLICITY is best expressed by the discerning use of color. Shown below is an attractive home exemplifying the beauty of contrast in black and white. Roof . . . Certigrade Perfections treated with Black Kolorite Stain. The Red Cedar Siding and Brick are primed one coat Kolorite Stain and

WHITE

one coat Kolorite Colonial White . . . COLONIAL WHITE is a special preparation for covering shingles, siding, brick, stone, or stucco. Provides a flat white, durable finish that can be tinted to procure a wide variety of shades of ivory, buff or individual tints to match other exterior covers.



- Tailor-made for use on red cedar shingles.
- Made of the same mineral pigments used in the KOLORITE PROCESS.
- Available in all shades of brown, red, tan, black, green, buff, gray, and white.
- Heavy bodied linseed oil stains, they protect the pigment and insure longer color life.

KOLORITE
PROCESSED RED CEDAR SHINGLES

STAINS

FOR RENEWING
COLOR BEAUTY

- Tested, ground and mixed at our own plant.

- Economical, less expensive and more adaptable than paint.
- Easy to apply, flows smoothly, easily off the brush.
- Greater in covering capacity.
- Available in one gallon, five gallon and fifty gallon containers. Average weight per gal. 10 lbs.

Covering capacity—one gallon of Kolorite Stain covers 200 sq. ft. one brush coat—150 sq. ft. two brush coats. One gallon of Colonial White covers 300 sq. ft. one brush coat when applied to primed surfaces. The above coverages vary slightly with condition of the surfaces to be covered.

INDIVIDUAL SAMPLES — SHOWING KOLORITE COLORS ON RED CEDAR — ARE AVAILABLE UPON REQUEST. WE INVITE YOUR INQUIRY ON SPECIAL COLOR PROBLEMS. OUR LABORATORY WILL BE GLAD TO ADVISE AND ASSIST YOU.

QUALITY CONTROL

RIGID LABORATORY CONTROL of stain formulae is maintained to assure identical stain contents at all times. Continual laboratory experiments are made to improve stain quality, coverage, adaptability.

STAINING OPERATION. Every Kolorite Shingle is **INDIVIDUALLY** stained by this modern machine process. Following rigid pre-inspection, shingles are fed into the machine and are successively cleaned, brushed, drenched with stain, rebrushed and carried through the oxidizing chambers.

FLOODED WITH STAIN. All sides and edges of each stained Kolorite Shingle are drenched with stain immediately after the surfaces are brushed clean. This exact, standardized procedure permits constant control of staining and draining time, resulting in absolute uniformity.

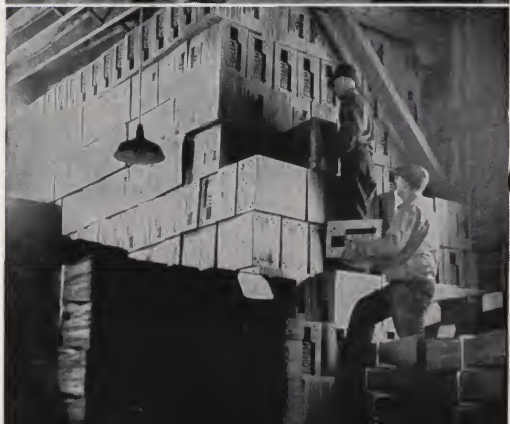
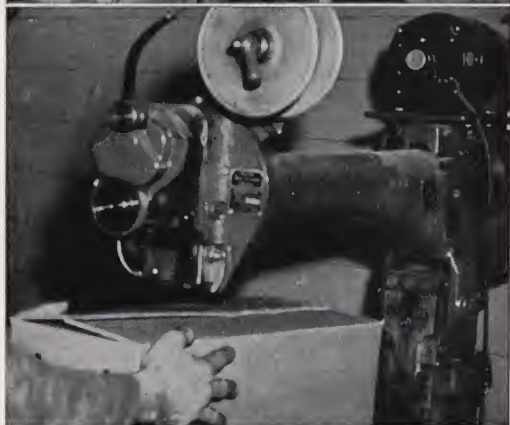
REBRUSHING. After color-flooding, the excess stain is brushed away. Like every other operation of this controlled staining process, each shingle is rebrushed within a pre-determined time after staining. This eliminates draining time variations, which, under the antiquated hand "dunking" method caused inequalities in pigment coverage and oil film protection, detrimental in many cases to the color and durability of the product. Immediately after rebrushing, shingles are carried into oxidizing chambers, where under controlled temperature conditions, the stain pigment is "set" and covered with a protective film of linseed oil.

OXIDIZING PROCESS. Due to constant temperature control, the linseed oil content of the stain assists the physical binding between color pigment and shingle surface, and is distributed over the pigment surface as a tough protective film that adds life and color retention to the color pigment.

INSPECTION AND PACKING. At the left of the opposite illustration is the inspector who checks every shingle as it approaches on the carrier after leaving the oxidizing chambers. Shingles passing inspection are packed into fibre cartons by the workman in the background.

CARTONING. Cartoned shingles next pass the stitching machine, where carton flaps are securely stapled, enclosing the product within a strong, protective covering that delivers the shingles on the job in the same perfect condition as they leave the machine processing operation.

RESERVE STOCKS of cartoned Kolorites facilitate *immediate* shipment of any amount in any standard grade or color. A recent addition to the shingle manufacturing plant provides 25,000 feet of modern storage and manufacturing space, thereby increasing efficiency of operation and shipment.



HONOR ROLL of GUARANTEED KOLORITE PRODUCTS

Kolorite Stained Shingles

Kolorite 16" XXXXX Stained Shingles
Kolorite 18" Perfection Stained Shingles
Kolorite 18" Jumbo Stained Shingles
Kolorite 18" Leaders Stained Shingles
Kolorite 18" Cord-O-Roys Stained Shingles
 With scored face for double coursing
 squared butts—parallel edges
Kolorite 24" Commanders Stained Shingles
Kolorite 24" Royals Stained Shingles
Kolorite 24" Double Thick Stained Shingles

Kolorite Hand Split Shingles

Stained and Unstained

Kolorite Hand Splits are available in 18", 25", 31" and 37" lengths with uniform or random butt thicknesses to produce any desired effect.

Dealers — Architects — Home Owners

Our Service Department will be glad to cooperate and submit suggestions—without cost or obligation.

Color combinations submitted for your approval.
Standard Colors . . . Special Colors . . . Variegated
Combinations available to personalize your home.

Kolorite Brush Coat Stains

Kolorite Colonial White

(A Finished White)

For renewing color beauty on your present home.
Costs little . . . easily applied.

Kolorite

Hot Dipped Zinc Coated Shingle Nails

Send for complete specification folder showing sizes, grades and covering capacity on all shingles. Color charts and individual samples upon request.

Kolorite Stained Shingles are Sold Exclusively Through Retail Lumber Dealers

THE HOME OF A QUALITY PRODUCT

Over 25 acres of Storage Sheds provide adequate storage space for Selected Certi-grade Shingles—insuring a dependable source of supply in all seasons, and housing the newest and most modern staining equipment in the country.



OFFICE — PLANT AND
STORAGE SHEDS



